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access the Adventures
Unbound Internal
Team Members Page



Adventures
Unbound™

Adventures Unbound

Welcome to Adventures Unbound. A revolutionary new Guest Services, Inc. brand that enhances guest experiences, offers fresh team member opportunities, and rewards everyone for embracing the great outdoors. Discover how this transformative initiative will change the way our organization operates.

Please be aware that Adventures Unbound is not intended to replace the Guest Services, Inc. brand, which remains our parent brand. Adventures Unbound exclusively represents our public-facing properties catering to outdoor enthusiasts.

- **Website:** ExploreAdventuresUnbound.com
- **Social Media:** @ExploreAdventuresUnbound
- **Hashtag:** #ExploreAdventuresUnbound

Explore the fundamental elements that define Adventures Unbound, crafting a unique and memorable experience for both our guests and team members.

BRAND MISSION

- To enable our guests to discover the wonders of nature, and rediscover themselves, by connecting them with special places and people.

BRAND PILLARS

- **Enthusiastic Service:** Sharing knowledge for a personalized experience.
- **Uncomplicated Enjoyment:** Effortless access to amazing places.
- **Everyday Unforgettable:** Providing both once-in-a-lifetime and down-to-earth experiences.

BRAND PERSONALITY

- **Energetic & Personable:** Conviction and enthusiasm in every interaction.
- **Simple & Easygoing:** Natural and concise communication.
- **Warm & Wise:** Approachable with genuine insight.

CORE VALUES

- Superior Quality and Value
- People First
- Customer Service
- Integrity and Respect



BENEFITS OF ADVENTURES UNBOUND

Adventures Unbound isn't just about enhancing guest experiences; it's also about empowering our team members with new opportunities and benefits. Discover some of the direct improvements this initiative brings to your professional growth and day-to-day experience at Guest Services, Inc.

- Internal engagement activities will teach you about the new brand, what other properties you have discounts and access to, introduce you to your fellow teammates, and reward you for participation.
- Cross-promotions and cross-training between properties will bring new learning opportunities for professional growth.
- Innovative guest-focused signature programs will invigorate service offerings and excite your work environment.
- Being part of a nationally trusted brand will bring enhanced connections with guests and improve trustworthiness.

You're part of something bigger. Adventures Unbound unifies our properties by connecting team members from different locations with a shared purpose and nurturing internal cohesion.

PARTICIPATING PROPERTIES

We're ecstatic to share with you the full list of your 40+ partner properties on our new team members' website ExploreAdventuresUnbound.com/Internal. We encourage you to learn where else you and your guests can explore.

TRAINING AND SUPPORT

- **ADVENTURES UNBOUND MODULE ON THE CORE:** Team members will soon be required to complete the Adventures Unbound training module through The Core which will give a comprehensive overview of the program.
- **ADVENTURES UNBOUND INTERNAL TEAM MEMBER PAGE:** To find more information and status updates on Adventures Unbound, visit ExploreAdventuresUnbound.com/Internal and enter the password: **guestservices1**.
- **PROMOTION:** We want to encourage guests to visit our ExploreAdventuresUnbound.com website and sign up to be part of our email and phone list. Upon doing so, they will be entered to win monthly prizes such as luxury houseboat rentals, multi-night mountain view lodging stays, national park getaways, Adventures Unbound branded The North Face® backpacks, and much more.
- **INTERNAL TEAM MEMBER CONTEST:** We will also be running a monthly contest for internal team members. Whoever gets the most number of guest signups on the website will receive various prizes. Stay tuned for more information via email.
- **ONSITE ACTIVATION:** The corporate marketing team will be sending various collateral to help promote Adventures Unbound.
- **NEW SIGNAGE:** We will be sending signage that will not only promote our brand but also cross-promote our properties nationwide, reinforcing our interconnected network.
- **BRANDED APPAREL:** We will send apparel that encourages guests to inquire about Adventures Unbound, directing them to our website for more information.

QUESTIONS AND FEEDBACK

If you have any questions or feedback, please feel free to complete the contact form on ExploreAdventuresUnbound.com/Internal.



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